

**The AccelaCast experience is a key differentiator over all the vendors we looked at to become our platform provider.**

Derek Slayton  
Director of Marketing,  
Software  
Citrix Systems

**“Accela Communications’ user interface is by far the most advanced of the platform providers we examined.”**

Sam Whitmore, Media  
Survey.com

**“AccelaCast makes it easier for people to watch, which increases our return on investment.”**

Andrew Stern  
Director for Security  
Product Marketing  
F5

**“The AccelaCast Certification and Testing functionality is ideal for companies that deliver education-  
al programs.”**

Beth Cavallaro, Sr. Director,  
Strategic Business Solutions at  
Advanced Concepts Institute.

What could be more powerful than having a collection of video testimonials available all in one place for prospective clients to view on-demand? Accela Communications has developed a new packaged solution that enables you to create a compelling and powerful Video Testimonial program to highlight your own customer success stories for all to see and hear. Additionally, AccelaCast offers you tremendous flexibility in design and layout, allowing you to easily integrate programs directly into the pages of your website and those of your partners.



Whether you supply us with media or we produce it, you have the option of adding in new testimonials as soon as they are available, to keep your web site fresh with new customer success stories as they occur. We can easily customize, organize, add and swap segments over time making your Video Testimonial showcase a vibrant and vital part of your sales strategy.

Beyond delivering great content, the ROI of most on-demand rich media programs depends on capturing meaningful viewer information. AccelaCast provides you with incredibly flexible data management tools through the AccelaWorks web response management system with a 24x7 web interface to view, analyze and deliver your data so you can get maximum benefit.

### Platform Benefits

- Flexible design and layout choices allow you to raise the bar on ways to produce your program and engage your target audience
- Flash-based platform uses no pop-up windows, ensuring maximum viewership
- Realize significant cost savings over hiring an interactive agency to build a custom Flash program for you
- Embed your program directly in your web site to enrich your visitors’ experience
- Automatically receive registrant data and demographic reports via email or 24/7 web access through the AccelaWorks web response management system
- An experienced multimedia creative team is available to help you realize your communications strategy

## Services Summary

Accela Communications provides first-class professional services to develop and produce Testimonial programs that are tailored to your specific application and needs.

### Project Management

- Accela Communications will assign a project producer (one point of contact) to oversee the production process, provide advice on all aspects of the program, (e.g. how to assist customers in delivering the optimal testimonial(s), insure that the project proceeds smoothly, and make sure the final product is delivered on schedule.

### Media Production

- On location video shoot(s) are included in this package with the number of days determined by the number of testimonials included in your program. (See pricing box below.) Complete video production and editing is also included.

### Creative Services/Pre-production

- Development of program "style guide" to be followed for all videography and final program look/feel (exact pixel size, menu and background)

### Platform Integration

- Accela Communications will integrate the edited video and a custom menu, along with enabling all desired platform features, and speaker labeling (e.g. company logo and speaker title) into a customized program player to the size and style desired.

### Creative Services/Post Production

- Integration and timing of video, supplied customer information (company name and speaker name/title), custom program menuing system and music into final program meeting style guide specifications.

### Data Capture and Tracking

- This includes capture of individual view time, average view time, testimonial segments viewed, and overall streaming minutes across entire viewer population.

### Hosting/Streaming/Data Access

- Accela Communications will host/stream the Testimonials program for a minimum of 12-months or 100,000 streaming minutes (whichever comes first) on a global CDN so that viewers from anywhere in the world have the same high quality program experience.

### Video Testimonial Program Pricing

\$23,000 for 3-5 testimonials	(1 day on location)
\$27,000 for 6-10 testimonials	(2 days on location)
\$33,000 for 11-15 testimonials	(3 days on location)

Additional Creative Services                      Custom quote

Contact your representative for additional options or frequency discounts.

## On-demand Rich Media Pioneer

**Accela Communications** provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the use of on-demand rich media, web response management tools, and a collection of multimedia content.

For more information, please visit:  
[www.accelacommunications.com](http://www.accelacommunications.com)

**Learn how to optimize your online video with our white paper:**

**"Guide to Effective Online Video Communications"**

### For More Information

For additional information on AccelaCast, please contact your representative or:

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